Project Design Phase
Solution Architecture

Date	15 February 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic product placement analysis
Maximum Marks	4 Marks

Solution Architecture:

Solution architecture bridges the gap between business challenges and technology solutions. For this project, the goal is to:

- Identify the best tech stack to analyze product placement strategies across media and retail.
- Describe the structure, behavior, and flow of data from raw sources to actionable insights.
- Define features such as brand recall scoring, placement classification, and ROI estimation.
- Provide specifications for data integration, visualization, and dashboard deployment.

Example - Solution Architecture Diagram:

Desktop
Create Your Visualizations

Mobile

Server
Consume Your Visualizations Using a Variety of Delivery Methods

Web

Server
Standardize Your Visualizations

Desktop